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(November)

COMMERCE

(Speciality)

Course : 504

(Retail Management)

Full Marks : 80
Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks
for the questions

1. Write True or False :   1×8=8

   (a) Retailing does not form an integral part
   of the marketing mix.

   (b) The online retail helps in product brand
   building in a bigger way.

   (c) Over ninety percent retail outlets in
   India are independent and hence
   organised.

(d) VED analysis means valueable, essential and desirable analysis of materials.

(e) Inventory control is a minor component of physical distribution system of a retail organisation.

(f) RFID stands for Radio Frequency Identification.

(g) Wholesalers are the link between manufacturers and customers.

(h) The analytical approach to inventory control is fundamentally based on cost study.

2. Write short notes on any *four* of the following :   4×4=16

(a) CRM

(b) Global retailing

(c) Inventory control

(d) Supermarkets

(e) Direct marketing

(f) Transport optimization

(*Continued*)

3. *(a)* What is retailing? Explain the scope of retailing in Indian context of marketing.

$$4+7=11$$

Or

(b) Explain in detail the emerging trends in retail sectors in India. 11

4. *(a)* Describe different types of retailing in India. 11

Or

(b) What is Departmental Store? Discuss the features of departmental store. 4+7=11

5. *(a)* What do you mean by channel of distribution? Discuss the factors that are to be considered for selecting a distribution channel. 4+7=11

Or

(b) Describe various functions of distribution channel in supply chain management. 11

6. *(a)* Define logistic management. Discuss various functions of logistic management. 4+7=11

<div align="center">*Or*</div>

(b) What is meant by warehousing? Explain the basic operational functions of a warehouse. 4+7=11

7. *(a)* Discuss the emerging opportunities and challenges in retailing faced by Indian retailing sector. 6+6=12

<div align="center">*Or*</div>

(b) Distinguish between organised retailing and unorganised retailing. Explain, in brief, the advantages of organised retailing. 6+6=12

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